



YOUR PARTNER FOR GROWTH



A POSITIONING BASED ON FOUR COMPLEMENTARY AXES

**Investor
documentation**

We write your business plan and pitch deck so that you can obtain financing.

Fundraising

We support you throughout the fundraising process (seed and Series A round).

**Strategic advisory
&
Outsourced CFO**

We build your board and analyze your activity indicators to help you reach your goals.

M&A

At your side for the purchase or sale of a business and/or different asset classes.

INVESTOR DOCUMENTATION

COMPLETE, ACCURATE AND CONVINCING

Pitch Deck

Complete presentation of your company (up to 40 pages).

- ✓ Executive summary
- ✓ Business model presentation
- ✓ Market study
- ✓ Competitive analysis
- ✓ Financial forecast

Teaser

Lighter version of the pitch deck (about 15 pages).

Prévisionnel financier

Financial forecast over 5 years.

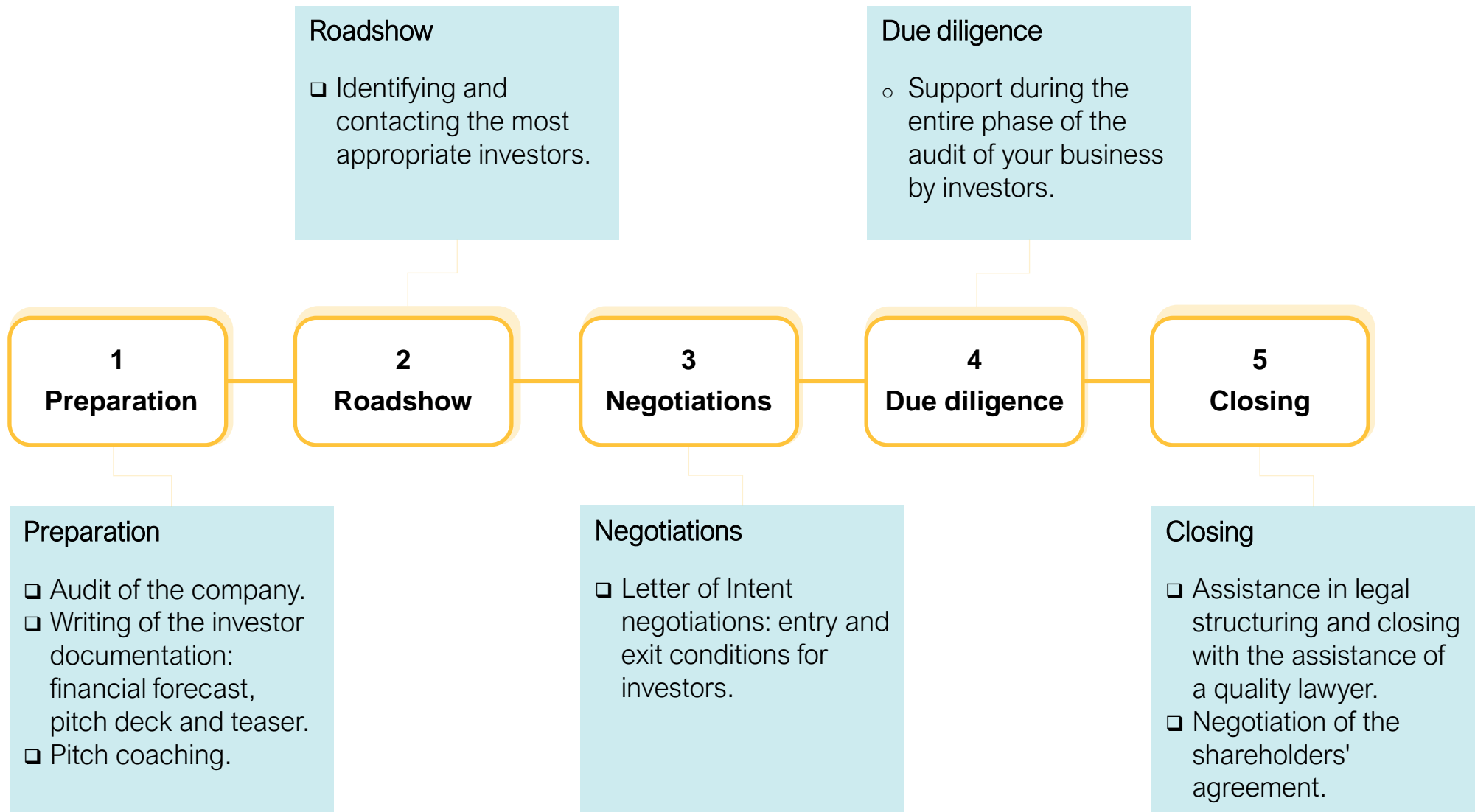
- ✓ Income statement and balance sheet forecast
- ✓ Financing plan
- ✓ Monthly cash flow statement
- ✓ Business metrics and activity monitoring tool

One pager

Synthetic document of one to two pages.

FUNDRAISING

OUR STEP-BY-STEP SUPPORT



OUTSOURCED CFO AND STRATEGIC CONSULTING

START-UP EXPERT

As an outsourced CFO for start-ups, we support companies over the long term in preparation for a fundraising, to manage the financing received or to grow self-financing.

Budget and business plan

Regular monitoring and analysis of the profitability of investments

Strategic consulting

Search for non-dilutive financing

Investor reporting

Case Study 1: Acquisition Strategy

For an IT company, we analysed acquisition costs by customer and service categories. **We have enabled the company to better distribute the resources allocated to customer acquisition.**

Case Study 2: Investor Reporting

For a technology company in the entertainment sector, we set up reporting tools. **Thanks to the selection of relevant KPIs and the automation of processes, investors are satisfied with the quality of the information transmitted and the speed of reporting.**

Case Study 3: Partnerships Start-up x large groups

We assisted a service company in the implementation of a new business model to generate recurring revenue. **The management of the accompanied start-up was able to conclude two contracts with major groups and convince investors to raise seed money..**

MERGER AND ACQUISITIONS

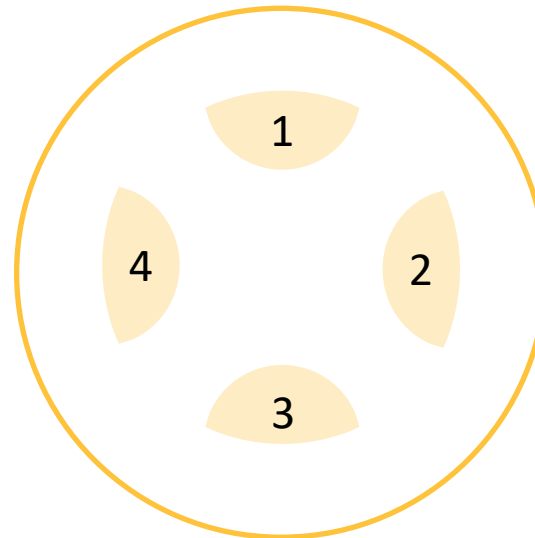
A SPECIALIZATION ON SALE OPERATIONS

Diagnosis

- Planning a transmission
- Optimizing a sale
- Preparing for a business takeover
- Disposing of cash

Engineering

- Study the offers
- Define the conditions of the operation
- Recommend proper mounting
- Closing the deal



Methodology

- Information memorandum and business plan
- Valuation of tangible and intangible assets

Expertise

- Assess and value
- Identify the needs
- Find counterparties
- Negotiate and protect the interests of executives and shareholders

OUR REFERENCES

Advimotion has carried out several dozen operations: fundraising, public subsidies, bank loans and outsourced DAF start-up missions.

Some references



WHY ADVIMOTION ?

Adaptation

Adjustment of the scope of intervention and evolution of missions according to circumstances.

Reactivity

Availability of our team for your requests and those of your potential and current financial partners.

Accuracy

Using the financial methods of major groups and investment funds to lead you to success.

Protecting your interests first.

Anticipate the financial impact of your strategic decisions.

Helping you seize every market opportunity.

Save you time to focus on value creation.

Have a clear long-term roadmap.

CONTACT US

Let's talk !



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